

PRINTOUT SYSTEMS

PRINTOUT
SYSTEMS

GROUP NUMBER	PART NUMBER	SUGG. LIST PRICE	TRADE PRICE	DEALER PRICE	WHSE. COMP.	GROUP NUMBER	PART NUMBER	SUGG. LIST PRICE	TRADE PRICE	DEALER PRICE	WHSE. COMP.
10261 E	1366242	4.00	3.20	2.40	--	5395 E	1366279	.45			--
5420 E	1366243	38.00	30.40	22.80	--	4931 E	1366280	.70			--
8015 E	1366260	4.65	3.72	2.79	--	9779 E	1366281	.45			--
8015 E	1366261	4.65	3.72	2.79	--	9784 E	1366283	.60	.48	.36	--
0413 E	1366266	.45	.30	.23	--	9798 E	1366284	.15	.10	.08	--
3453 E	1366267	4.25	3.40	2.55	--	0439 E	1366242	2.15	3.20	1.29	--
9740 E	1366270	2.00	1.60	1.20	--	10261 E	1366242	4.00	3.20	2.40	--
4006 E	1366272	4.00	3.20	2.40	--	5420 E	1366243	38.00	30.40	22.80	--
9784 E	1366273	.45	.36	.27	--	8015 E	1366260	4.65	3.72	2.79	--
9260 E	1366274	.12	.08	.06	--	8015 E	1366261	4.65	3.72	2.79	--
4046 E	1366275	1.45	1.16	.87	--	0413 E	1366266	.45	.30	.23	--
5395 E	1366279	.45	.36	.27	--	3453 E	1366267	4.25	3.40	2.55	--
4931 E	1366280	.70	.56	.42	--	9740 E	1366270	2.00	1.60	1.20	--
9779 E	1366281	.45	.36	.27	--	4006 E	1366272	4.00	3.20	2.40	--
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Printout Systems
a high speed computer-driven
phototypesetting service
which produces this typeset page,
ready for printing, in 45 seconds,
directly from your magnetic tape.

who we are

Printout Systems is a computer-oriented phototypesetting service corporation. Our staff has had extensive experience in computer technology and the graphics arts. Our product is complete typeset pages, ready for plate making, produced at high speeds, at low cost, in high quality graphics.

Our phototypesetting system is capable of producing an entire telephone book page, ready for printing, in 45 seconds.

what we do

Our system takes magnetic tape computer output, and produces high graphic-quality, phototypeset pages, of whatever you're printing or publishing, ready for plate making. We can compose your directory. Catalog. Parts List. Phone book. Manual. Reference book. Abstract. Schedules. Technical manuals.

Our system sets bold, roman, and italic characters, upper and lower case, proportionately spaced in a variety of styles and sizes, with a line length up to eleven inches.

We can set 129 eleven inch lines per minute, up to 600 characters per second in completely made up pages.

how it saves you money

The system has economic advantages over the way you are typesetting now, whatever that way is:

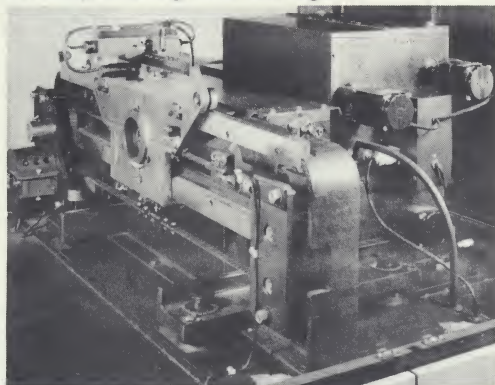
1. **It saves on paper, printing, binding, postage.** Proportionate spacing puts more data on a page (up to 30 per cent), reducing the number of printed pages; saving on paper, binding and postage.
2. **It eliminates page makeup costs.**
3. **It's faster.**
4. **It saves on metal storage.**

SEDGWICK PRINTOUT SYSTEMS Corp., 410 East Sixty-Second Street, New York, N.Y. 10021 Phone 212/838-5304

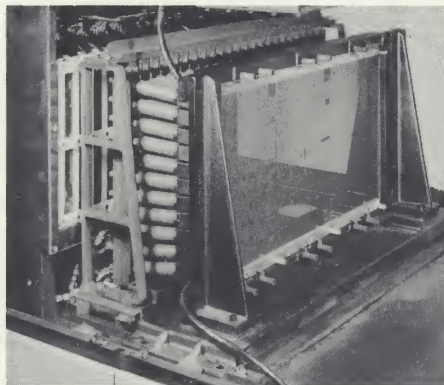
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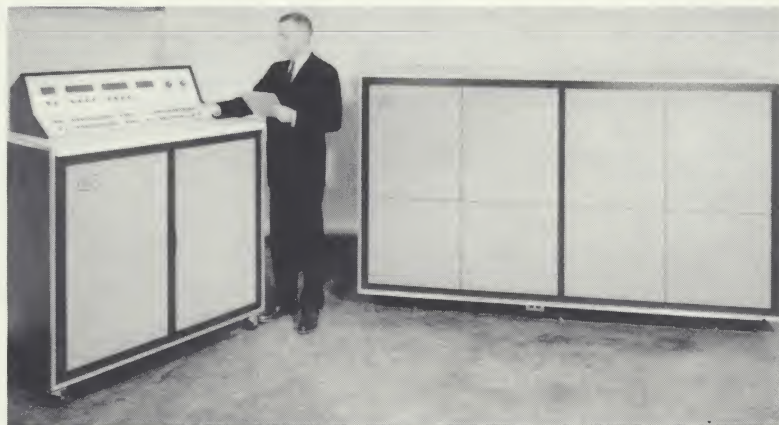
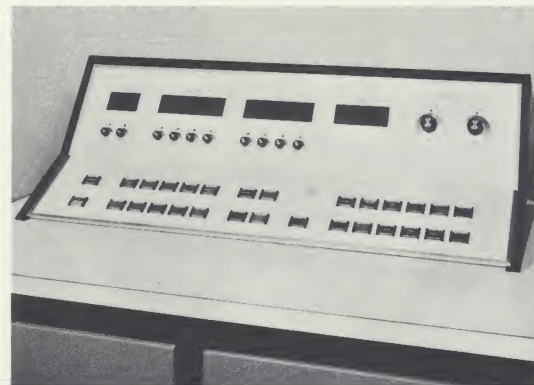
1. Reciprocating lens carriage



2. Font matrix



3. Control unit



4. Control and photo units



5. Photo unit

FROM THE DESK OF

HENRY D. SEDGWICK

Mr. Nelson--

The attached is in response
to your inquiry from Computers
and Automation.

The New York Times.

Photocomposition Gains a Focus

By WILLIAM D. SMITH

Photocomposition, the latent giant of printing, is beginning to throw its weight around.

Like Gulliver breaking the tiny twines that bound his body in Lilliput, phototypesetting is making its presence felt throughout the many diverse segments of the printing business.

Photocomposition is the first major innovation in printing devices since the linecaster was introduced in the 19th century. The process replaces the traditional casting of molten metal slugs with the optical projection of characters onto photosensitive film or paper.

No Revolution

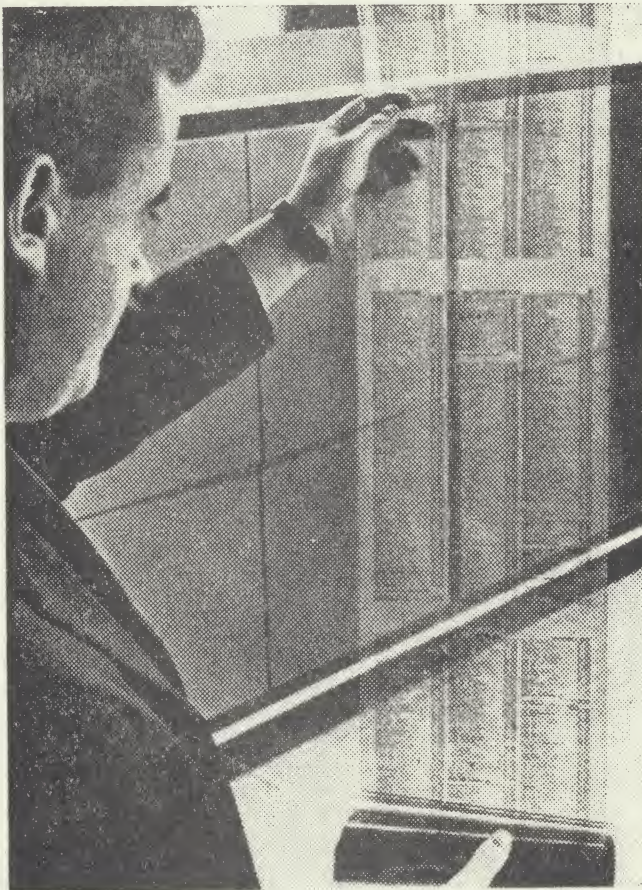
When the Harris-Intertype Corporation introduced the first practical phototypesetting device in 1949, many industry pundits predicted that the new process would quickly revolutionize printing.

Since only about 10 per cent of the typesetting devices presently in use are photocomposition machines, a revolution obviously has not taken place. Nonetheless, by the end of the century most industry sources expect photocomposition devices to make up the great bulk of the typesetting machines in use.

Photocomposition offers many obvious advantages. First is the flexibility of character size and font. The second is speed. According to all informed sources, metal typesetting has gone as far as it can go at a rate of about 10 characters a second under fully automated conditions. Speeds of 10,000 a second are not unlikely within several years by use of photocomposition methods.

The element that is common to all high-speed photocomposition devices is that they are designed to be used with computers. In fact, they cannot be used without electronic data processing.

In recent months, the gradual advance of phototypesetting has speeded up.



The New York Times (by Neal Boenzi)

A staff assistant at New York Telephone Company office, 100 Church Street, examining film from photon machine used to print directories. Each section prints one page.

Probably the most significant event was the New York Telephone Company's use of a photocomposition device to set the Staten Island Telephone Directory. The company used a computer-driven Photon 901 machine, made by Photon, Inc., of Wilmington, Mass., to turn out the book at a rate of one page a minute. This is a rate 100 times faster than the quickest automated hot-metal linecaster in use.

In addition to being quicker, the phototypesetter saved money and permitted far more efficient updating of new listings. Instead of having to linecast each new number and pull from a room full of slugs each delisting, all information was fed into a computer and stored on magnetic tape. When the day for printing came, the more than 80,000 up-to-date listings for the book were contained on two reels of tapes, compared with more than two tons of somewhat behind-the-time metal slugs.

Only the computer is fast enough to feed information to typesetters with the speed of the new photocomposition devices. Only the computer can retrieve information with the speed and accuracy necessary for certain printouts.

Phototypesetting and electronic data processing have made a marriage both of convenience and of necessity. The first applications have been in publications that need constant updating of information on a basic data mass such as the telephone directory, parts catalogues and medical abstracts.

Small Company Acts

A small company in New York, Sedgwick Printout Systems, Inc., has already seen the opportunities in the area and is selling time on a Photon 900 system to commercial customers in need of high-speed typesetting. The customers will bring in their own computer tapes and the Photon will set the type.

One major area of difficulty is the preparation of instructions for the computer composition of publications, although concerns such as Rocappi are making considerable progress in this area.

Most informed sources contend that there will be a considerable number of high-speed phototypesetting machines sold in the next five years. The sales will not only be to printing concerns but to any large organization that needs volume printing, such as aerospace corporations and Government agencies.

In many of these operations, the typesetting device will be hooked up as an output machine.

The information explosion is upon us and the high speed phototypesetter seems to be in an excellent position to pick up its economic boom.